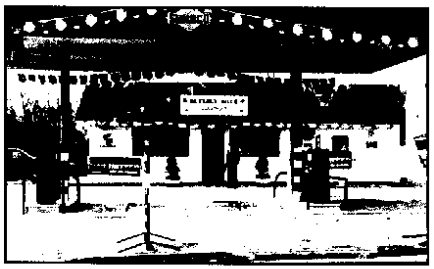
# THE LOOK CONTEST SUCCESS STORY



- **Beverly Hills Market (Retail Masters Account)**
- Has built business to 230 CPW through Marlboro Leadership, Pricing and Visibility

This account went the extra mile to create **THE LOOK** and won 1st prize in District II - 74.

**Congratulations!**

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# GO FOR THE GREEN!

GO FOR THE GREEN!

**The Launch of**
**PARLIAMENT**
*Menthol Lights*

PHILIP MORRIS
REGION
ONE REGION. ONE TEAM.
UNLIMITED POTENTIAL

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Source: https://www.industrydocuments.ucsf.edu/docs/txnn0003

# GIVE US YOUR BEST SHOT

2nd Quarter 1996

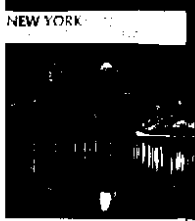
## GO FOR THE GREEN!
The Placement of Parliament Menthol Lights

# GO FOR THE GREEN!

Disposable Cameras will be given to you to capture your accounts that have APW Parliament Menthol Lights P.O.S. and displays.

- The program will begin 2nd quarter 1996 and run through the end of the quarter.
- The content of your photographs will be judged on the following criteria:
  - •• Executional excellence & compliance
  - •• Parliament Menthol Lights P.O.S. coverage
  - •• Implementation of '96 Retail Masters principles
- Three winners will be chosen per district.
  - If your photos are chosen you can win a trip for 2 to one of the premier cities in Region 1. A weekend filled with fun and relaxation!
  - Or a second place prize of a night on the town in your city, complete with a limo ride!
  - Or a third place prize of Unlimited Gear!
- Hurry and photograph your accounts and get the film developed and sent in.
- Your District Manager has complete details and will be judging all the entries.

GIVE US YOUR BEST SHOT


NEW YORK


PHILADELPHIA

BOSTON

SYRACUSE

80398

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Source: https://www.industrydocuments.ucsf.edu/docs/txnn0003